

**Amendments to the Claims:**

1. (Currently amended) A method for advertising using a computer system or network that provides a contents database for recording image contents and an advertising database for recording advertising data, comprising:

generating image contents including images and advertising frame information, wherein the advertising frame information includes annotated information associated with the images, and recording the contents to a contents database;

generating advertising data corresponding to the advertising frame information and recording the data to an advertising database;

synthesizing the contents and the advertising data; and

displaying synthesized contents to a terminal of a contents user.

2. (Original) The method according to Claim 1, wherein the generated contents are managed on an object basis, and the advertising frame information is associated with a descriptor of each object.

3. (Original) The method according to Claim 1, further comprising:

extracting an object from the generated contents, wherein the generated contents are not managed on an object basis; and

associating the extracted object with corresponding advertising frame information.

4. (Currently amended) The method according to Claim 2, wherein the object is an image object of a static image, a moving image, or an acoustic object 1, wherein the annotated information is incorporated into the images themselves.

5. (Currently amended) The method according to Claim 3, wherein the object is an image object of a static image, a moving image, or an acoustic object 1, wherein the annotated information is managed separately as data that are not incorporated into the images.

6. (Original) The method according to Claim 1, said synthesizing comprising storing advertising data as contents data of an object associated with the advertising frame information.

7. (Original) The method according to Claim 1, said synthesizing comprising replacing contents data of an object with advertising data.

8. (Original) The method according to Claim 1, said synthesizing comprising superimposing advertising data onto contents data of an object.

9. (Original) The method according to Claim 1, said synthesizing comprising: delivering pre-synthesized contents data and the advertising data to a contents user separately; and

synthesizing the pre-synthesized data and the advertising data at a terminal system of the contents user.

10. (Original) The method according to Claim 1, said synthesizing comprising synthesizing the generated contents before the generated contents are delivered to a contents user.

11. (Currently amended) An advertising system, comprising:

a contents database for recording image contents that includes ~~an images and~~ advertising frame information, wherein the advertising frame information includes annotated information associated with the images ;

an advertising database for recording advertising data corresponding to the advertising frame information;

~~means a computer component~~ for delivering the contents and advertising data to a terminal of a contents user;

~~means a computer component~~ for synthesizing the contents and the advertising data;

and

~~means a computer component~~ for presenting the recorded contents and the advertising data to the contents user.

12. (Original) The advertising system according to Claim 11, wherein the recorded contents are managed on an object basis, and the advertising frame information is associated with a descriptor of each object.

13. (Original) The advertising system according to Claim 11, wherein the recorded contents include an object that is extracted from the prerecorded contents, the recorded contents not being managed on an object basis, and wherein the extracted object is associated with corresponding advertising frame information.

14. (Original) The advertising system according to Claim 11, wherein the object is an image object of a static image, a moving image, or an acoustic object.

15. (Currently amended) The advertising system according to Claim 11, the synthesizing ~~means comprising means for component~~ storing advertising data as contents data of an object associated with advertising frame information.

16. (Currently amended) The advertising system according to Claim 11, the synthesizing ~~means comprising means for component~~ replacing contents data of an object with advertising data.

17. (Currently amended) The advertising system according to Claim 11, the synthesizing ~~means comprising means for component~~ superimposing advertising data onto contents data of an object.

18. (Currently amended) The advertising system according to Claim 11, the synthesizing ~~means comprising means of component~~ synthesizing the contents and the advertising data in a delivery source system.

19. (Currently amended) The advertising system according to Claim 11, the synthesizing ~~means comprising means of component~~ synthesizing the contents and the advertising data in a terminal of a contents user.

20. (Currently amended) A computer-readable recording media medium embodying a program executable by a computer, the program comprising:

~~means code for delivering image contents that include images and an advertising frame information to a contents user, wherein the advertising frame information includes annotated information associated with the images;~~

~~means code for delivering advertising data corresponding to the advertising frame information to the contents user;~~

means code for synthesizing the contents and the advertising data; and  
means code for presenting the synthesized contents to the contents user.

21. (Currently amended) A computer-readable recording media medium embodying a program executable by a computer, the program comprising:

means code for reading image contents from a contents database, the contents including images and advertising frame information, wherein the advertising frame information includes annotated information associated with the images;

means code for reading advertising data from an advertising database, the advertising data corresponding to the advertising frame information;

means code for synthesizing the contents and the advertising data;

means code for delivering the synthesized contents to a contents user; and

means code for presenting the delivered contents to the contents user.

22. (Currently amended) The computer-readable recording media medium according to Claim 20, wherein the program further comprises means code for extracting an object from the contents, the contents not being managed on an object basis, and associating the extracted object with the advertising frame information.

23. (Currently amended) The computer-readable recording media medium according to Claim 20, wherein the program further comprises means code for associating a descriptor of an object of the contents with the advertising frame information, in which the contents are managed on an object basis.

24. (Currently amended) A transaction method for an advertising frame associated with an object constituting that includes image contents, comprising:

presenting sales information of the advertising frame using a computer or computer system ~~—~~ to

an applicant, who ~~has been looking for~~ wants to place an advertisement after referring to the sales information, ~~offering and who offers~~ to purchase the advertising frame; and

when an agreement regarding the advertising frame is transacted, communicating information related to the advertising frame to the applicant who has purchased the advertising frame.

25. (Original) The transaction method according to Claim 24, further comprising:

producing advertising data corresponding to the advertising frame information; synthesizing the contents and the advertising data; and presenting the synthesized contents to a contents user.

26. (Original) The transaction method according to Claim 25, wherein said presenting sales information is performed by a system provider upon request of an owner of the contents or an owner of the advertising frame, and the delivery of the contents and the advertising data is performed by the system provider.

27. (Original) The transaction method according to Claim 26, wherein the system provider acquires the contents from an owner of the contents or an owner of the advertising frame, and acquires the advertising data from a purchaser of the advertising frame, the method further comprising:

synthesizing the contents and the advertising data; and

then delivering the synthesized contents to the contents user.

28. (Original) The transaction method according to Claim 26, wherein the system provider acquires the contents from an owner of the contents or an owner of the advertising frame, and acquires the advertising data from a purchaser of the advertising frame, the method further comprising delivering contents data associated with the advertising frame information and the advertising data separately to the contents user.

29. (Currently amended) A transaction system for an advertising frame associated with an object constituting image contents using a computer or computer system, comprising:

means a computer component for presenting sales information of the advertising frame;

means a computer component for receiving an offer of an applicant who has referred to the sales information and hopes to purchase the advertising frame; and

means a computer component for, when an agreement regarding the advertising frame is transacted, communicating advertising frame information corresponding to the advertising frame to the applicant who has purchased the advertising frame.

30. (Currently amended) The transaction system according to Claim 29, further comprising:

means a computer component for synthesizing the contents and advertising data corresponding to the advertising frame information; and

means a computer component for presenting the synthesized contents to a contents user.

31. (Currently amended) A computer-readable recording ~~media~~ medium embodying a program for instructing a computer to conduct a transaction of an advertising frame associated with an object constituting image contents, the program comprising:  
~~means code~~ for presenting sales information of the advertising frame;  
~~means code~~ for receiving an offer of an applicant who has referred to the sales information and hopes to purchase the advertising frame; and  
~~means code~~ for, when an agreement regarding the advertising frame is transacted, communicating advertising frame information of the advertising frame to the applicant who has purchased the advertising frame.

32. (Currently amended) The recording ~~media~~ medium according to Claim 31, the program further comprising:

~~means code~~ for synthesizing the contents and advertising data; and  
~~means code~~ for presenting the synthesized contents to a contents user.

33. (New) The method of Claim 24, wherein the image contents include images and the advertising frame information includes annotated information associated with the images.